- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- Development of tourism circuits and tourism-cum-cultural hubs.
- Concerted marketing efforts to tap the potential in East Asia and South East Asia in consonance with "Look East" policy of the Department.
- Launching of "Incredible India" campaign on a global basis to position India's tourism products with a brand identity.
- To lay greater focus on domestic tourism.
- Direct approach to the consumers through Electronic and Print media, web marketing, IT based Overseas Marketing, etc.
- Achieving synergy through cooperation and assistance of Indian Missions and other Indian organisations and associations abroad in tourism promotion.

**Effect of Severe Acute Respiratory Syndrome on Tourist Arrival**

3372. SHRI DATTA MEGHE : Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the World wide scare created by Severe Acute Respiratory Syndrome has an adverse effect on Indian Tourism industry;

(b) if so, the facts and details thereof;

(c) whether there is fall in arrival of tourists from Asian countries; and

(d) if so, the steps Government have taken to face the challenge?

THE MINISTER OFTOURISM AND CULTURE (SHRI JAGMOHAN): (a) to (d) At present there are no indications of any adverse effect on foreign tourist arrivals to India due to scare created by Severe Acute Respiratory Syndrome (SARS).

**Conservation of historical monuments and museums in Maharashtra**

3373. SHRI MURLI DEORA : Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the Government of Maharashtra has requested Government